



Colorist's Besties

Locked-In Vibrant Color

Hero is

Hero Hairsprays

Promo
Panel
2024

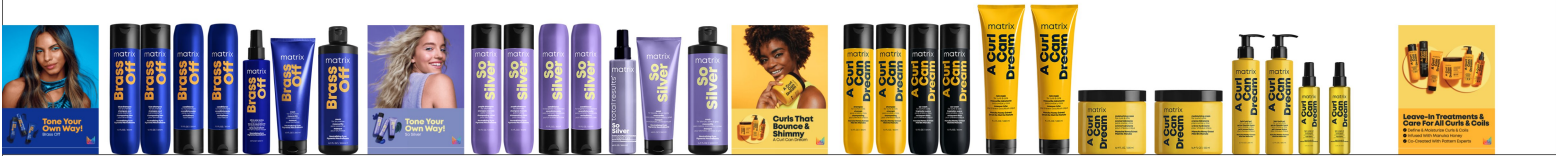


High-Key Hydration

Supreme Sleekness

20-Benefit Bestie

Stylers That Slay

Klok Brass Kick Brass

Major Moisture For Curls & Coils



Serious Strength

Brooks

Voluminous Vibes

**Liters Of Love**

Iterations Of Love



Gallons Of Greatness

Bay n°1 (Matrix Furniture 12 ft display Salon Centric)

Shelf n°1

F Name	Code	F Name	Code
MERCHANDISING / SHELF STRIPS		MERCHANDISING / SHELF STRIPS	
1 MX 2024 Instabackbar	MX 2024 Instabackbar	1 MX 2024 Color Ob	MX 2024 Color Ob
HAIRCARE / TOTAL RESULTS		TOTAL RESULTS / 2024 SKUS	
3 MX TR PRO SOL NOSTAIN 237ML	884486475466	2 MX TR CLR OBS SHMP 300ML LG315	P1107400
3 MX TR PRO SOL INSTACURE 500ML	884486475381	2 MX TR CLR OBS CLRCOND 300ML LG315	P1106600
MERCHANDISING / SHELF STRIPS		MERCHANDISING / SHELF STRIPS	
1 MX 2024 Instabackbar Blank	MX 2024 Instabackbar Blank	1 MX 2024 Vavvom	MX 2024 Vavvom
HAIRCARE / TOTAL RESULTS		MERCHANDISING / EASELS	
3 MX TR PRO SOL ALT ACT LTR VE89	884486475459	1 matrix_Vavvom_2024	matrix_Vavvom_2024
MERCHANDISING / SHELF STRIPS		STYLING / VAVOOM	
1 MX 2024 KMV	MX 2024 KMV	5 Vavvom Freezing Spray	P2345800
MERCHANDISING / EASELS		MERCHANDISING / SHELF STRIPS	
1 matrix_KMV_2024	matrix_KMV_2024	2 MX 2024 Vavvom Blank	MX 2024 Vavvom Blank
TOTAL RESULTS / 2024 SKUS		STYLING / VAVOOM	
2 MX TR KEEP ME VIVID SHMP 300ML V315	P1651100	5 Vavvom Freezing Spray Extra Full	P2345900
MERCHANDISING / SHELF STRIPS		MERCHANDISING / SHELF STRIPS	
1 MX 2024 KMV Blank	MX 2024 KMV Blank	1 MX 2024 Vavvom Blank1	MX 2024 Vavvom Blank1
TOTAL RESULTS / 2024 SKUS		STYLING / VAVOOM	
2 MX TR KEEP ME VIVID COND 300ML V315	P1651500	3 Vavvom Triple Freeze	P2345600
2 MX TR KEEP ME VIVID LAM 200ML V315	P1650900	3 Vavvom Triple Freeze Unscented	P2345700

Shelf n°2

F Name	Code	F Name	Code
MERCHANDISING / SHELF STRIPS		MERCHANDISING / SHELF STRIPS	
1 MX 2024 Blank	MXColorMixingRatio	1 MX 2024 Miracle	MX 2024 Miracle
MERCHANDISING / EASELS		MERCHANDISING / EASELS	
1 Promo Panel 2024	Promo Panel 2024	1 matrix_Miracle_2024	matrix_Miracle_2024
MERCHANDISING / SHELF STRIPS		TOTAL RESULTS / 2024 SKUS	
1 MX 2024 FFS	MX 2024 FFS	2 MX TR MIRACLE CRTR MASK 500ML VE89	P2137000
MERCHANDISING / EASELS		MERCHANDISING / SHELF STRIPS	
1 matrix_FFS_2024	matrix_FFS_2024	1 MX 2024 Miracle blank	MX 2024 Miracle blank
TOTAL RESULTS / 2024 SKUS		TOTAL RESULTS / 2024 SKUS	
1 MX MOISTURE SHMP 300ML	P2451200	2 MX TR MIRACLE CREATOR 400ML V315	P2048300
1 MX MOISTURE COND 300ML	P2451500	2 MX TR MIRACLE CREATOR 200ML V315	P1116710
MERCHANDISING / SHELF STRIPS		MERCHANDISING / EASELS	
1 MX 2024 FFS Blank	MX 2024 FFS Blank	1 Styling 2024	Styling 2024
TOTAL RESULTS / FOOD FOR SOFT		MERCHANDISING / SHELF STRIPS	
1 Rich Hydrating Treatment Mask in Carton	P2451700	1 MX 2024 Styling	MX 2024 Styling
TOTAL RESULTS / 2024 SKUS		HAIRCARE / MATRIX STYLING	
1 MX TR FFS OIL 50ML LG382	P2451900	1 Setter Mousse	P2359700
MERCHANDISING / SHELF STRIPS		MERCHANDISING / SHELF STRIPS	
1 MX 2024 Mega	MX 2024 Mega	1 MX 2024 Styling Blank	MX 2024 Styling Blank
MERCHANDISING / EASELS		HAIRCARE / MATRIX STYLING	
1 matrix_MegaSleek_2024	matrix_MegaSleek_2024	1 Fixer Hairspray	P2359600
MERCHANDISING / SHELF STRIPS		1 Controller Gel	P2359400
1 MX 2024 Mega Blank	MX 2024 Mega Blank	1 Over Achiever 3-in-1	P2359200
TOTAL RESULTS / 2024 SKUS		1 Builder Wax Spray	P2359500
1 MX TR MEGA SLEEK SHMP 300ML LG315	P1096200	1 Refresher Dry Shampoo	P2359800
1 MX TR MEGA SLEEK COND 300ML LG315	P1109000		
1 MX TR MEGA SLEEK BL DOWN 150ML V315	P1097402		
2 MX TR MEGA SLEEK SMOTHER 250ML V315	P1132300		

Shelf n°3

F Name	Code	F Name	Code
MERCHANDISING / SHELF STRIPS		TOTAL RESULTS / 2024 SKUS	
1 MX 2024 Brass	MX 2024 Brass	1 MX TR SO SILVER MSK 200ML V315	P1708301
MERCHANDISING / EASELS		1 MX TR SO SILVER MASK 500ML V315	P2134100
1 matrix_BrassOff_2024	matrix_BrassOff_2024	MERCHANDISING / SHELF STRIPS	
TOTAL RESULTS / 2024 SKUS		1 MX 2024 ACCD	MX 2024 ACCD
2 MX TR BRASS OFF SHMP 300ML V315	P1383000	MERCHANDISING / EASELS	
MERCHANDISING / SHELF STRIPS		1 matrix_ACCD_2024	matrix_ACCD_2024
1 MX 2024 Brass Blank	MX 2024 Brass Blank	TOTAL RESULTS / 2024 SKUS	
TOTAL RESULTS / 2024 SKUS		2 MX TR CRL CN DRM SHMP 300ML VE89	P2103600
2 MX TR BRSOFF PIGM COND 300ML V382	P2642700	2 MX TR CRL CN DRM COWSH 300ML VE89	P2104100
1 MX TR BRASS OFF TNG SPRY 200ML V382	P1383007	MERCHANDISING / SHELF STRIPS	
1 MX TR BRASS OFF MASK 200ML A96	P1383005	3 MX 2024 ACCD Blank	MX 2024 ACCD Blank
1 MX TR BRASS OFF MASK 500ML V315	P1383006	TOTAL RESULTS / 2024 SKUS	
MERCHANDISING / EASELS		2 MX TR CRL CN DRM MSK 280ML VE89	P2104403
1 matrix_SoSilver_2024	matrix_SoSilver_2024	2 MX TR CRL CN DRM CREAM 500ML VE89	P2106102
MERCHANDISING / SHELF STRIPS		2 MX TR CRL CN DRM GEL 200ML VE89	P2105900
1 MX 2024 SoSilver	MX 2024 SoSilver	2 MX TR CRL CN DRM OIL 131ML VE89	P2105701
TOTAL RESULTS / 2024 SKUS		MERCHANDISING / SHELF STRIPS	
2 MX TR CLR OBS SSLV SHMP 300ML LG315	P1108200	1 MX 2024 ACCD Blank1	MX 2024 ACCD Blank1
MERCHANDISING / SHELF STRIPS		MERCHANDISING / EASELS	
1 MX 2024 SoSilver Blank	MX 2024 SoSilver Blank	1 matrix_ACCDPH_2024	matrix_ACCDPH_2024
TOTAL RESULTS / 2024 SKUS			
2 MX TR SSLV PIGM COND 300ML V382	P2642300		
TOTAL RESULTS / SO SILVER			
1 MX TR SO SILVER TNG SPRY 200ML V382	P2376700		

Shelf n°4

F Name	Code	F Name	Code
MERCHANDISING / SHELF STRIPS		TOTAL RESULTS / 2024 SKUS	
1 MX 2024 Insta	MX 2024 Insta	3 MX TR UNBK MY BLD COND 300ML V315	P2137700
MERCHANDISING / EASELS		MERCHANDISING / SHELF STRIPS	
1 matrix_Instacure_2024	matrix_Instacure_2024	1 MX 2024 UBMB Blank	MX 2024 UBMB Blank
TOTAL RESULTS / 2024 SKUS		HAIRCARE / TOTAL RESULTS	
3 MX TR INSTACURE RP SHMP 300ML V382	P2353300	3 Reviving Leave-in 150ml	3474636973675
MERCHANDISING / SHELF STRIPS		MERCHANDISING / EASELS	
1 MX 2024 Insta Blank1	MX 2024 Insta Blank1	1 matrix_HighAmp_2024	matrix_HighAmp_2024
TOTAL RESULTS / 2024 SKUS		MERCHANDISING / SHELF STRIPS	
3 MX TR INSTACURE RP COND 300ML V382	P2353800	1 MX 2024 High Amp	MX 2024 High Amp
MERCHANDISING / SHELF STRIPS		TOTAL RESULTS / 2024 SKUS	
1 MX 2024 Insta Blank	MX 2024 Insta Blank	2 MX TR HI AMP SHMP 300ML LG315	P1091102
TOTAL RESULTS / 2024 SKUS		2 MX TR HI AMP COND 300ML LG315	P1089801

F Name	Code
2 MX TR INSTACUR PRSTY SPRY 200MLVE89	P2354200
TOTAL RESULTS / INSTACURE RETAIL 22	
2 Instacure Tension Reliever	P2354600
MERCHANDISING / EASELS	
1 matrix_UBMB_2024	matrix_SoSilver_2024
MERCHANDISING / SHELF STRIPS	
1 MX 2024 UBMB	MX 2024 UBMB
TOTAL RESULTS / 2024 SKUS	
3 MX TR UNBK MY BLD SHMP 300ML V315	P2137200
MERCHANDISING / SHELF STRIPS	
1 MX 2024 UBMB Blank1	MX 2024 UBMB Blank1

Shelf n°5

F Name	Code
MERCHANDISING / SHELF STRIPS	
2 MX 2024 Liters	MX 2024 Liters
TOTAL RESULTS / 2024 SKUS	
1 MX TR INSTACURE RP SHMP LTR V382	P2353400
1 MX TR INSTACURE RP COND LTR V382	P2354000
1 MX TR KEEP ME VIVID SHMP LTR V315	P1651200
1 MX TR KEEP ME VIVID COND LTR V315	P1651600
MERCHANDISING / SHELF STRIPS	
6 MX 2024 Blank	MXColorMixingRatio
TOTAL RESULTS / 2024 SKUS	
1 MX TR MEGA SLEEK SHMP LTR LG315	P1096502
1 MX TR MEGA SLEEK COND LTR LG315	P1109301
2 MX TR CRL CN DRM SHMP LTR VE89	P2103900
2 MX TR CRL CN DRM MSK LTR VE89	P2105500
1 MX TR HI AMP SHMP LTR LG315	P1091403
1 MX TR HI AMP COND LTR LG315	P1090202

Shelf n°6

F Name	Code
MERCHANDISING / SHELF STRIPS	
1 MX 2024 Gallons	MX 2024 Gallons
HAIRCARE / TOTAL RESULTS	
4 Sleek Shampoo	P0431300
MERCHANDISING / SHELF STRIPS	
7 MX 2024 Blank	MXColorMixingRatio
HAIRCARE / TOTAL RESULTS	
4 Sleek Conditioner	P0431400

F Name	Code
MERCHANDISING / SHELF STRIPS	
1 MX 2024 High Amp Blank	MX 2024 High Amp Blank
TOTAL RESULTS / 2024 SKUS	
2 MX TR HI AMP WONDER BST 250ML LG315	P1095301
MERCHANDISING / SHELF STRIPS	
1 MX 2024 High Amp Blank1	MX 2024 High Amp Blank1
TOTAL RESULTS / 2024 SKUS	
2 MX TR HI AMP FOAM VOLUME 9OZ LG315	P1090701
2 MX TR HI AMP PROFORMA HS 300ML V315	P1132601

F Name	Code
TOTAL RESULTS / 2024 SKUS	
2 MX TR FFS SHMP LTR V382	P2456200
2 MX TR FFS COND LTR V382	P2456300
1 MX TR BRASS OFF SHMP LTR V315	P1383002
1 MX TR BRSOFF PIGM COND LTR V382	P2645700
1 MX TR CLR OBS SSLV SHMP LTR LG315	P1108502
1 MX TR SSLV PIGM COND LTR V382	P2642400
1 MX TR CLR OBS SHMP LTR LG315	P1107702
MERCHANDISING / SHELF STRIPS	
1 MX 2024 Blank Logo	MX 2024 Blank Logo
TOTAL RESULTS / 2024 SKUS	
1 MX TR CLR OBS CLRCOND LTR G315	P1106901
1 MX TR UNBK MY BLD SHMP LTR V315	P2137500
1 MX TR UNBK MY BLD COND LTR V315	P2137800

F Name	Code
HAIRCARE / TOTAL RESULTS	
4 Color Care Shampoo	P0343000
2 Color Care Conditioner	P0342300
MERCHANDISING / SHELF STRIPS	
1 MX 2024 Blank Logo	MX 2024 Blank Logo